



# The Milwaukee Promise Zones

Year Two Impact Report

Office of President Ashanti Hamilton

18

## Executive Summary

The Milwaukee Promise Zones initiative began in 2017 after years of planning by President Ashanti Hamilton and numerous other community partners. MPZ is focused on seeing neighborhood improvement in the areas of Resident Engagement, Healthy Neighborhoods, Early Childhood Education, Employment and Economic Development and Public Safety. The model recognizes that these goals can best be accomplished by building on the work already being done in a set of targeted neighborhoods rather than reinventing the wheel. With residents driving the direction of our efforts, this initiative brings Community Based Organizations together with City Resources to magnify the impact being had to achieve our collective goals.

In 2018, the collaborative action of the MPZ partner network was able to leverage some meaningful accomplishments. Nearly 450 people in the Zone areas were able to find employment through MPZ initiatives. The Office of Early Childhood Education Initiatives was established in the City of Milwaukee's Public Library System to head targeted efforts to provide an educational foundation for our children ages 0-3. Numerous clean-ups were organized, gardens planted, and public art projects conducted to beautify our neighborhoods. Using beautification money from the City, new trash cans were put up in the Promise Zones to curb litter, and MPZ signage was put up to serve as a physical reminder that the City has made a promise to that community. Alderperson's Coggs, Lewis, Perez, Stamper and Rainey have re-affirmed their commitment to this initiative, and the entire Council has provided support in numerous ways to the activities of MPZ.

These are just a few of the accomplishments we are celebrating. For more information, read our 2018 impact report below or online at [city.milwaukee.gov/MPZ](http://city.milwaukee.gov/MPZ). We look forward to a 2019 where we will have more partners at the table and an even greater impact on the neighborhoods we serve.



## Program Overview

The Milwaukee Promise Zones initiative was inspired by the Promise Neighborhood/Zone program that began during President Barack Obama's time in office. This designation created public-private partnerships between HUD, DOE, City Government, and Community Based Organizations to reach a set of community-revitalization outcomes. Milwaukee was not awarded a federal Promise Zone designation, but Alderman Hamilton and local leaders continued to formulate a plan to scale this initiative down to the City-level. Born from this planning was the September 2011 Communication File that created the Milwaukee Promise. The goal of the Milwaukee Promise was to draw from the national strategy of connecting neighborhoods with government resources to promote improved access to education, robust economic development, higher rates of employment, public safety, and health and wellness. In September 2014, the Common Council began awarding Community Development Block Grant funding toward this initiative. These funding awards culminated into the Milwaukee Promise Zones, an initiative launched in the summer of 2017. MPZ works by partnering with existing community based organizations, within four designated zones, to leverage their expertise while unifying their efforts among one another.

*"It will take a collaborative effort – between private business and federal, state and local officials; faith based and non-profit organizations; and striving kids and parents – to ensure that hard work leads to a decent living for every American in every community."*  
-President Barack Obama

## Strategy

The MPZ Strategy has a five part approach that relates to the goals of the program as stated above.

### **1. Resident Engagement**

The MPZ initiative aims to utilize an Asset-Based Community Development method. This place-based strategy seeks to support the numerous existing assets that the Zones have in order to preserve the community's identity against the negative effects of gentrification. The City of Milwaukee helped prepare asset maps for each Zone that detail some of the institutions and businesses that can be utilized. Data compiled from the Office of Violence Prevention's Blueprint for Peace will help inform the core direction of MPZ's work. Having a more extensive knowledge of the existing and emerging aspects of the community from the perspective of residents will help guide our decision-making as we look to utilize and build on current assets to spur development.

### **2. Healthy Neighborhoods**

Continuing with the ABCD model, the Healthy Neighborhoods Initiative is a focused, community driven strategy that places residents at the forefront of neighborhood image and marketing. Under the direction of the agencies within the neighborhoods we serve, this initiative has five components that can see meaningful neighborhood transformations.

- Enhancing the neighborhood image as a desirable place to live
- Focusing on the physical condition of the housing stock and addressing issues of blight
- Incorporating neighborhood management through the development of block watches, block clubs, and residential groups
- Marketing the availability of affordable properties to ensure homes are purchased by responsible homeowners
- Promoting the use of parks and other neighborhood gathering spaces to uplift the community and promote the creation of a culture of positivity

By accomplishing these four objectives, resident-CBO partnerships can truly help strengthen their neighborhoods.

### 3. Employment and Economic Development

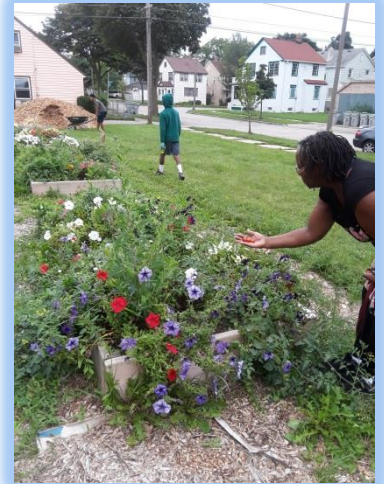
The neighborhoods within the MPZ's are characterized by higher levels of unemployment and lower average annual household incomes than those of both the City of Milwaukee and State of Wisconsin. In order to successfully rebuild and stabilize these neighborhoods, it is imperative to provide more opportunities to earn a livable income and build wealth. The three key elements that can increase the earning capacity of Zone residents are:

- To attract more family supporting jobs to the Zones
- To improve the ability of residents to successfully access employment opportunities throughout the entire Metro-Milwaukee area
- To promote a healthy small business community that provides residents with the ability to be successful entrepreneurs and provide jobs to other members of the community.

These three goals can be achieved through public/private partnerships and fall closely in line with the fourth goal listed below

### 4. Early Childhood Education

Milwaukee Promise Zone neighborhoods tend to have a lower percentage of 18 and 19 years old young adults enrolled in school than the City and State averages. In addition, they fall below the average in high school diploma and bachelor's degree attainment. In order for people to successfully obtain and maintain meaningful employment in the new economy, it is necessary to have access to a quality academic education or workforce training. In communication with educational stakeholders, it is apparent that much of these disparities emerge in the first three years of a child's life. This is when the most brain development happens, and is a critical time for children to be equipped with the skills to succeed in K3, kindergarten, and beyond.



Uniting Garden Homes Youth working on gardening projects in the neighborhood



Milwaukee JobsWork tabled at numerous events this year to help Zone residents obtain employment



Through the Milwaukee Promise Zone initiative and a partnership with MPS, the City of Milwaukee recently created a position for the Office of Early Childhood Education, housed in MPL. This office will be the central location for the coalition we are creating in Milwaukee to ensure that the first 1,825 days of a child's life are spent preparing them for success.

In addition to preparing children at a young age, we hope to remedy the existing educational disparities through providing access to:

- GED and HSED training and testing
- Financial literacy
- Workforce-based education and job training

By addressing the educational needs of our youngest children and our young adults, we hope to see students achieve in their academic pursuits and take those skills to higher education or a prosperous career.

## 5. Public Safety

In order to stabilize and revitalize neighborhoods, it is vital to have a safe environment in which these goals can be developed and accomplished. The MPZ initiative is developing an existing partnership with the Milwaukee Police Department to make strides through:

- Improving public safety by enhancing the effectiveness of law enforcement through relationship building and collaborative problem solving between MPD personnel, community residents, and other local organizations.
- Engaging in public safety activities that align non-law enforcement community resources and services in and around areas experiencing high levels of violent crime.
- Utilizing the Office of Violence Prevention's Blueprint for Peace model and related activities.
- Having law enforcement leadership encourage, develop, and carry out community activities that encourage neighborliness, promote positive social norms, and increase community well-being



Promise Zone Summer Employment Youth tutoring a student in their summer activities through LYC



District 2 MPZ officers handing out books to youth in our Near South Side Promise Zone

MPD has re-affirmed its commitment to the MPZ strategies and have high level members of the administration at the table in order to strengthen the partnership.

The five strategic goals outlined above provide solutions for many of the challenges that different communities face in their independent efforts to revitalize and improve their neighborhoods. The MPZ initiative will allow City resources to aid community based partners in accomplishing their goals of development so that Milwaukee can be a great place to live, work, and play for everyone.

## 2018 Outcomes

During our 2017 pilot year, we saw great successes in the formation of collaborative relationships, employment of Zone residents, and implementation of a community policing strategy. In our second year of the initiative, our team has taken these successes further and seen developments in new strategic goals. Every tenant that we listed above has seen progress, and we hope to build on the successes had and the lessons learned to see a 2019 in which our achievements become even more tangible. As a team, we are conducting a new neighborhood branding campaign that we hope will give our initiative more voice and add some beauty to the communities we serve. Our new logo will soon be featured on a set of neighborhood signs that will be installed throughout the Promise Zones to create a sense of identity as well as present a physical reminder that the City is committed to the ongoing efforts of that community.

Our team is also making great strides in the Healthy Neighborhoods Plan. President Hamilton's Office has purchased and distributed 50 new trash cans throughout the Zones to help curb litter in the neighborhood and give residents a sense of pride in the appearance of their community. Our partners have engaged in numerous clean-ups and anti-litter campaigns, capped off with our participation in the Big Clean MKE in partnership with Ald. Russell Stamper II's office and Keep Greater Milwaukee Beautiful. Ongoing efforts to keep neighborhoods clean and litter-free will transform residential and commercial areas into safer and stronger communities where people take pride in where they live.

This comes in addition to our efforts with the physical housing stock. Through partnerships with real estate developers and non-profits we are pursuing targeted real estate investment at a large scale. Our first success of this was the City awarding a Strong Neighborhoods Grant to Pastors United so that they could rehab and re-sell 6 historic properties in the Garden Homes Neighborhood of the North Promise Zone. We are hoping to continue to utilize these partnerships to take houses from being in disrepair to beautiful cornerstones of the community.

Another major success was found in the area of employment. As was done in the past, we employed people through the Milwaukee Promise Zone Summer Employment Initiative. Through our MPZ employment initiative and partner networks, over 200 youth from the Promise Zones gained meaningful, paid work experience with an enrichment component.



MPZ-branded garbage can in the Near South Side Zone

These victories in 2018 are noteworthy, but would not be possible without highlighting the contributions of our various partners to the mission of the Promise Zones.

## Partner Highlights



**Milwaukee Police Department (Contact: Chief Alfonso Morales)** – Our partnership with MPD this year resulted in significant strides toward our goal of improved police-community relations. This summer, specific beat officers were assigned to targeted areas of each Zone. The officers engaged in foot patrols with the intention of meeting and connecting with the various residents and stakeholders of the Zones. Over the course of the summer, officers got to engage with the same MPZ youth and residents that they will continue to interact with during the school year and future summers to bring continuity to the relationship.

In addition to the assignment MPZ beat officers, MPD got involved in a number of other ways. The free Ice Cream Truck was heavily utilized at community gatherings, and officers had a notable presence at the MPZ kickoff and closing graduation ceremonies. These efforts undertaken by the police department helped create a sense of familiarity with neighbors as well as provided a law enforcement presence to deter activity from occurring in public spaces. A major focus in 2019 will be to form a collaboration with MPD and the Sheriff's Department to keep our parks free from negative activity through increased presence and promotion of positive utilization of the space.



MPZ Beat Officer playing basketball with an Old North Zone resident. Officer Spingola has used basketball as a way to develop relationships with residents in the neighborhood.



## **30<sup>th</sup> Street Industrial Corridor Corporation (Contact: Cheryl Blue)**

Under the leadership of Cheryl Blue, the 30<sup>th</sup> Street Industrial Corridor engaged in many collaborative efforts to advance the goals of MPZ. Serving as our lead CBO for the entire program, the Corridor took on the role of overseeing the summer worksites and enrichment, distributing the free MPZ merchandise to the youth, and promoting all of the efforts in the Promise Zones to the various email lists they possess. Perhaps most importantly, the Corridor took an active role in bringing together organizations such as Crossing Jordan Ministries, Lighthouse Youth Center, Uniting Garden Homes Inc., Clean Wisconsin, and Young Enterprising Society to serve as work placements for the youth involved. They also formed a relationship with Metcalfe Park Community Bridges to get youth from the Metcalfe Park Neighborhood to participate in the program.

The Corridor also serves in a key planning role and facilitates all meetings and presentations on our behalf. For the coming year,



Cheryl Blue, President Hamilton, Mother Freeman and other stakeholders at the Garden Homes Faith and Peace Vigil



they have committed to beginning recruitment of youth and worksites earlier as well as having a streamlined orientation, enrichment, and graduation timeline.



### **Northwest Side Community Development Coordination (Contact: Cassandra Flagg)**

In conjunction with the 30<sup>th</sup> Street Industrial Corridor, NWSCDC served as the lead organization for our Garden Homes/Old North Promise Zone. NWSCDC furthered our police-community relations goals by coordinating a Beat Walk with 7<sup>th</sup> District MPD officers. Through these walks, officers were able to talk to business owners, residents, and other people in the area to familiarize the beat officers with members of the community and the challenges that they face on their blocks. In partnership with the Sierra Club, NWSCDC worked to beautify their Zone by engaging in Clean Ups of the West Basin and Lincoln Creek areas during the summer. They



Cassandra Flagg and Sarah Bregant from NWSCDC at a community brainstorming session.

have since had two additional large scale clean up events in the Zone prior to snowfall. NWSCDC is also a part of our core planning meetings and has been instrumental in much of the progress in the Northern Zone.

### **Our Next Generation (Contact: La Toya Sykes)**

Our Next Generation serves as our lead organization for the Washington Park/Amani Zone. This summer, ONG employed 12 of our MPZ youth and utilized them to help facilitate the services that they provide to over 120 younger children in the community. In part through the work of these 12 youth, ONG was able to serve the community with 6,000 camper days and 12,000 meals provided. Through their work experience, the youth employees were assigned a supervisor/mentor who reviewed weekly progress of the youth workers as well as conducting ongoing coaching sessions. The mentors provided insight on Job Readiness Training, Student Interest and Career Exploration, Enrichment Work Experience, Recreational Work Experience, Wellness, and other topics throughout the eight weeks. In addition to this summer work to advance our goals of early childhood education and employment, ONG is a part of our core planning meetings and has been making connections with other CBOs in the Zone to further collaboration in the area.



La Toya Sykes and MPZ Summer Youth Employment graduates from Our Next Generation at the closing celebration

### **Southside Organizing Center (Contact: Tammy Rivera)**

SOC's class of Youth Organizing interns have done neighborhood cleanups, have gone door to door for voter pledge cards and neighborhood surveys, attended talks that detailed the basics of starting a business, renovated the District 6 police station garden, obtained library cards, learned about the impact of graffiti, and toured city hall. These among other opportunities were provided for the youth to get to



know their community and how to be good community leaders. A total of six youth were hired to participate in the Youth Employment Program with a bilingual wrap-around program funded by the Milwaukee Office of Violence prevention ReCAST Summer Community Healing Project. The YEP program is specifically designed to empower and give agency to youth through preparation for the workforce. There are six aspects that determine the standards of this program; personal development, social justice, community development and organizing immersion, paid work experience, and family engagement. YEP provided youth with their first job experience and gave them tools and skills to design their group community project which was guided by the Youth Changing the World Youth Service Toolkit of Youth Service America. The Interns worked in conjunction with St. Vincent de Paul Society



MPZ Youth from SOC and their families at a family engagement night



### **WestCare Wisconsin & ML King Community Center (Contact: Felicia Williams)**

WestCare Wisconsin served as our 2018 lead organization for the North Division/Harambee Zone as well as our youth employment coordinator. WestCare, through their partnership with the King Center, hosted our youth orientation and provided free backpacks and school supplies to our MPZ Summer Youth Employment graduates. A number of youth assisted with WestCare Wisconsin's food pantry and learn about the inner workings of non-profit management. Youth assisted in shopping, sorting, food safety, and the set up that goes into the efforts of maintaining a food pantry. They were also able to engage in various clean-ups in the Harambee community. Another aspect of this program was the Milwaukee County Zoo & Milwaukee Public Museum scavenger hunt that allowed our workers to engage in a fun activity that also allowed them to gain new knowledge.



MPZ Youth at WestCare's Walk it Like I Talk it Event



### **Clean Wisconsin (Contact: Pamela Ritger)**

Clean Wisconsin, a partner in the Garden Homes/Old North Zone, contributed a lot towards our goal of healthy neighborhoods in addition to serving as a youth worksite. Three youth were employed to assist with Green Infrastructure Installation and outreach to local children through Visual Arts. The main topic discussed during this program was water; mainly the management of storm water's impact on Lake Michigan through installing green infrastructure practices like rain barrels and gardens. They were educated by the Milwaukee Metropolitan Sewerage District and helped install several rain gardens over the summer. Our youth also prepared activities for Century City Triangle Neighborhood's Art in the Park project, aimed to provide



Clean Wisconsin staff and their MPZ Youth

outreach toward children. The students also helped prepare a large mural for the Garden Homes neighborhood with local artist, Ammar Nsoroma. On the last day of their internships they were able to update their resumes and add to their writing portfolio a prepared report regarding their research into particular environmental programs being undertaken by the City of Milwaukee. Clean Wisconsin also played a planning and implementation role in the Big Clean MKE event in partnership with Ald. Russell Stamper II.



### **Crossing Jordan Ministries (Contact: Rosezina Campbell)**

A member of the Garden Homes/Old North Zone, Crossing Jordan served as a worksite for the second year. Five youth managed Crossing Jordan Ministries' summer meal program from June to August in addition to building 11 garden beds with and for members of the neighborhood. The students also grew fresh produce that they were able to share with the family, friends, and neighbors. As well as gardening and managing meals of over 200 people over the course of the summer, the youth did a neighborhood cleanup in a six block radius around the church area. Our youth really saw the value in our clean-ups and

suggested that we do more next year so that the progress that they make is sustained over time. They also really seemed to be invested in the meal program, and continuously sought to take on more and more responsibility with planning and managing that program.



Uniting Garden Homes youth and staff mulching the community garden.



### **Employ Milwaukee (Contact: Robert Cherry)**

Employ Milwaukee was a crucial relationship towards our achievements in 2018 - perhaps the most laudable being their assistance with the Summer Youth Employment Initiative. Employ Milwaukee facilitated all of the logistics behind our youth being employed. They were able to provide immense support with the distribution of paychecks, registration of youth, and many other roles behind the scenes. Employ Milwaukee also engaged in activities to support workforce development and employment throughout all of the Zones and has forged collaborative relationships with God Squad and Milwaukee JobsWork to magnify the impact we are able to have on reducing unemployment.



MPZ Youth engaging kids in a physical activity at YLC



### **Groundwork Milwaukee (Contact: Brian Sales)**

Serving all of our Zones, Groundwork's Green Team program allowed their youth to build up their community through food production and cleanups throughout the summer. Students also had the opportunity to develop ecological and scientific knowledge about the natural world through a

number of different programs. The Green Team helped grow and harvest almost 2,000 pounds of food for local pantries and the youth took a look into the multi-faceted issue of food security. The Victory over Violence cleanup was an important part of Green Team's effort to improve the ecology of community spaces along Martin Luther King Jr. Drive. In Milwaukee's 30<sup>th</sup> Industrial Corridor, Groundwork's Green Team worked on bioswales that could replace curb and gutter systems and better manage storm water. The youth also worked on clean-ups and replanting projects for GILS Floating Islands, man-made habitats that contain a variety of wetland plants that young fish use for food and shelter. This gave the students an opportunity to learn more about wetland habitats and estuaries. After the completion of the program, some of our youth were able to utilize our partnership with the National Parks Service to visit the Grand Tetons and the Grand Canyon to build trails, remove invasive species, and restore historical sites.



### **God Squad (Contact: Pastor David King)**

Serving multiple Promise Zones, God Squad was an instrumental partner in helping Zone residents gain and retain employment. Through the efforts of Pastor David King and the rest of his team, God Squad was able to employ 219 people and provide 200 of them with free transportation to and from work. To help connect residents to job opportunities, God Squad hosted weekly job fairs throughout the year and continues to build relationships with employers experiencing labor shortages. 4 MPZ youth were also employed by God Squad for the summer and were able to get experience through a variety of activities. The youth were able to help facilitate a food and clothing giveaway in addition to serving a nearby school, Carter's Christian Academy. MPZ youth mentored some of their summer school students and assisted in beautification and preparatory activities to get Carter's ready for the school year. God Squad has also been actively collaborating with other partners, such as Milwaukee JobsWork, to magnify their impact on the unemployment rates in our neighborhoods.



### **Lighthouse Youth Center (Contact: Chuqee Flecher)**

A partner in our Garden Homes/Old North Zone, Lighthouse Youth Center was a summer worksite for four of our youth. The students were tasked with helping LYC youth keep their brains active during the summer months through a diverse array of activities. Some of these entailed reading comprehension worksheets, math, spiritual biblical reading, and a critical thinking exercises. Yard maintenance was also a key part of this program. The youth were tasked with mowing, trimming, and cutting LYC's lawn and learned to use several garden tools that they had never used before. The youth really worked hard to help make sure the Lighthouse children were staying focused and engaged in their work.



Promise Zone Summer Employment Youth tutoring a student in their summer activities through LYC





### **Milwaukee JobsWork (Contact: Michael Adams)**

Milwaukee JobsWork primarily worked through Job fairs and outreach to the community to provide referrals and workshops throughout all four zones. At the Juneteenth day celebration, they were able to coordinate with the Milwaukee Promise Zones outreach to provide information about their career training, a program that has a direct pipeline to job opportunities. In addition, the Office of African American Affairs' "community Restoration Center Resource Fair" was a successful opportunity to share information about their opportunities to Zone residents. The NAACP's "community backyard BBQ", WCC's World Peace Celebration, City of Milwaukee Resource Job Fair, Walnut Way Harvest Day festival, and the Metcalf Park Community Bridges annual block party were also helpful in recruiting for JobsWork's Career Readiness workshop and, for those to whom it applies, the Summer Youth Job Program. JobsWork has trained and employed over 20 Zone residents and will continue to work with our partners to get the word out about their opportunities for people seeking employment or a change in career.



### **MacPyles Corporation (Contact: James M. Ferguson, II)**

Serving all four Zones, the MacPyles Milwaukee Promise Project is scheduled to serve 100 youth in Milwaukee before year's end and will train and employ students in Milwaukee Promise Zones at McDonalds. At McDonald's, they will receive four weeks of training instruction to learn about professional development skills like customer service and the soft skills needed to run a business. Every week the students receive four hours of practical in-store instruction and in professional development. The training process concludes with the students being awarded an employment opportunity at a MacPyles location after the summer concludes. This has been a really important connection so that our youth from the Milwaukee Promise Zones Summer Employment Initiative can continue to earn money during the school year.



### **Office of Workforce Development, City of Milwaukee (Contact: Bernadette Karanja)**

The Common Council City Clerk's Office of Workforce Development made innovative strides in helping achieve our employment goals in the Zones. An exciting accomplishment by OWD was the soft launch of DirectConnectMKE, a social media platform that allows Milwaukee job seekers in our disenfranchised neighborhoods to connect directly with the expert career mentors from 30+ organizations with vast employer networks in Milwaukee that are trying to fill positions. The success of DCMKE's phase I soft launch has facilitated the need to hire another an additional OWD staff to implement the full launch of phase II of the platform in 2019 and expand it to include additional employment service organizations and employers. Multiple job fairs have been held in the Promise Zones areas with OWD sponsorship, and these have led to residents gaining the ability to interact with job providers in unique formats such as summer neighborhood block parties.





### Running Rebels Community Organization (Contact: Donta Holmes)

Running Rebels is a partner throughout all Zones that works to engage Promise Zone youth in a variety of avenues. The Pipeline to Promise program offers employability skills and paid work experience training for young adults from 18-27 from in the city of Milwaukee. Within this program they were able to select from five project centers which provide an opportunity to gain skills that could be used in the private sector. Within the timeframe of the program the 18 participants completed Job Readiness Training and achieved on short-term goal they set for themselves. A Community Block party was hosted with the community partner, Express Yourself Milwaukee, and over 200 people attended the event. Running Rebels and Express Yourself Milwaukee youth performed dances, poems, and skits to the audience as a way to practice sharing their thoughts to a group. The Kevon Looney Homecoming Peace Rally was also a very successful rally for peace that was led by Running Rebels basketball Alumni and two-time NBA Champion, Kevon Looney, Milwaukee Mayor Barrett, and President Ashanti Hamilton. The Beerline Trail's Harambee section was cleaned by young people every Tuesday and Thursday. Running Rebels also facilitates the Be the Change program, a mentoring and life skills program that empowers young, black males through literacy and leadership training. The majority of these young kings are from the Promise Zones and this helps us reach our goal of Educational attainment for young people in the Zones. Running Rebels also provided catering and music for our MPZ kickoff event.



Dawn Barnett, Co-Executive Director of RRCO, preparing the catering at the MPZ summer kickoff. This event was a great success!



### Safe and Sound (Contact: Beth Rosenow)

Safe and Sound works towards the MPZ tenet of Public Safety through helping residents “take back their neighborhood” from crime. Safe and Sound went out weekly and knocked on doors to accurately gauge the needs of the neighborhood. Residents were given resources to job fairs, community events, and city resources. Safe and Sound have spearheaded the effort to enhance Block Watches and. since its involvement, the block watch involvement level went up from 10 residents to 35 attending monthly meetings. Residents have planned two community clean ups which filled up six city dumpsters full of garbage. Milwaukee Police Department Promise Zone Officers met with Safe and Sound and the NWSCDC about



MPZ Beat Officers working with Safe and Sound to replace a stolen basketball hoop in the Old North Zone.

collaborating on a job/resource fair where many different types of resources were brought in. Residents were able to connect to the Silver Spring neighborhood center, Sojourner Family Peace Center, Seek temp agency, Legal aid, and a resident that has started her own catering business. This approach allows residents to take advantage of jobs, education, and legal resources that they need without any cost.



### **Uniting Garden Homes Inc. (Contact: Demetrius Brown)**

Operating in the Garden Homes/Old North Zone, UGHI was a summer worksite for three youth where they gardened, watered, cultivated produce, weeded, and cleaned up the garbage from the area surrounding UGHI's two gardens. The Random Acts of Kindness program included planting donated flowers and plants for elderly residents and other interested business owners in the neighborhood that wanted to beautify their surroundings. By going door to door and introducing themselves, and UGHI, they worked on their social skills and outreach experience. The youth were asked to brainstorm for a mural for the UGHI garden that they had worked in all summer, and this mural captured the stories of the neighborhood. This was powerful to see as the young people were able to learn about their neighborhood's history – a history of excellence and breaking barriers. Uniting Garden Homes also received a Ceasefire Grant from the Office of Violence prevention, and will be instrumental in our Public Safety goals.



MPZ Youth worked with Uniting Garden Homes to prepare a beautiful mural depicting prominent women in the history of the neighborhood



### **Young Enterprising Society (Contact: Khalif El-Amin)**

Urban Agriculture was the main focus of this program. Six youth served by participating in the cleanup and beautification of YES's orchard on 26<sup>th</sup> and Atkinson. By fixing up run-down areas, the youth were able to see the impacts of fulfilled potential as well as learning how to properly use gardening tools, cultivating plants, and discovering the correct method of removing damaged and dead trees, plants, and bushes. The second facet of this MPZ partnership was App development where the youth made an app that was a digital platform engineered to minimize social awkwardness for the first time meetings. But the most rewarding experience for the youth was their detailed mural which was

individually sketched out on nine separate wooden panels and then connected and painted to present as one cohesive art piece. YES put in a lot of work to provide an entrepreneurial enrichment for the youth, and we are grateful for the experience that they were able to provide.



Khalif El-Amin of YES facilitating MPZ Youth Enrichment Activities.



### **The Woodlands/Cross Way (Contact: Neva Hill)**

The Woodlands/Cross Way was the lead organization for our Satellite Zone in the Granville area of the 9<sup>th</sup> District. Seven Earn and Learn Students were able to get a variety of work experiences from assisting with Hunger Task Force sponsored community lunches, to being a video recorder, to supporting the work of the Administrative Assistant. The students were also able to go to different areas of the City for field trips and projects including Kletzch Park, the State Fair Grounds, and the Lakefront Art Show. In addition, the youth were able to get involved in the tilling, planting, watering, and harvesting processes of the gardens. The youth learned about soft skills and many of the things that go on behind the scenes of organizations in the private sector.

## 2019 Collective Goals

In 2019, the Promise Zones will take a number of different steps forward to expand the successes of the program. The first is to increase the number of partners at the table and revise the structure of our planning. Each Lead Organization will be responsible for actively seeking new partners within their Zone boundaries and convening them on a regular basis. This will allow for the further development of collaborative relationships and the creation of service pipelines.

A success in 2018 that we are excited to build on is the creation of the Office of Early Childhood Education Initiatives in the City of Milwaukee through the activation of the philanthropic community and local education partners. This office was created as part of Milwaukee Promise Zone efforts and will be taking a targeted look at the MPZ neighborhoods and how we can provide better developmental opportunities for our infant-3 year old residents. We are excited to have this new office and MPS on board to reach our strategic goal of improving Early Childhood Education Opportunities.

In addition, we will be partnering more closely with the Milwaukee Health Department to do health events and services in the Promise Zone areas. Mobile vaccinations, lead testing, and other health services can be offered to the community, in the community and we know that our neighborhoods of focus see a variety of health disparities.

We will also be conducting a series of MPZ Town Halls. These open format events will allow neighborhood residents and stakeholders to come ask direct questions to President Hamilton, the Zone's alder, and the Lead Organization. Hearing the concerns of the community directly from residents is essential to make place-based strategies work. We look forward to this continued outreach.



MPZ Youth completing a STEAM Activity at the YES enrichment.

## Concluding Remarks

Our team wants to personally thank everyone who has been a supporter and partner to us for the past few years. We are mindful of how strategies such as the ones we are employing take time, but that progress can be seen each and every day. As we continue to grow our network and develop our infrastructure, we will see change that is more and more dramatic. If you have any questions about the



Promise Zones or would like to pursue becoming a partner, please reach out to Jimmy Starke, 414-286-3591 or [promisезones@milwaukee.gov](mailto:promisезones@milwaukee.gov)